September 17, 1997

Sources of competitive information from the Product Testing Laboratory

Please refer to the attached tables for specific attributes of each program listed below: customers, testing frequency, number of brands tested, size and source of sample, tests performed.

Domestic CI Program: Data generated for the Domestic CI Program are stored on SYBASE in database cirpt. The data are accessible using Brio Query or a similar tool. Access by personnel outside of the Product Testing Laboratory must be approved through the database administrator.

- Monthly PM & Competitive CI Testing: Competitive brand modifications and new brand introductions are reported in the **Domestic CI Highlights memo**. Computer generated **history data sheets** are available showing current 4-month average with 12 months of previous data for each of the 120 brands tested.

- Competitive New Brands: New competitive brands are tested as available and reported in a **memo**.

- Special CI: Selected competitive brands from Florida and Massachusetts are tested every other month, and data are reported if requested via computer generated **history data sheets**.

International Programs: Data generated for affiliates & licensees and Japan CI are stored on SYBASE in database intl. Japan Weekending data are stored on SYBASE in database labcomplete. The data are accessible using Brio Query or a similar tool. Access by personnel outside of the Product Testing Laboratory must be approved through the database administrator.

- Affiliate & Licensee Testing: Three countries (Aruba, Bolivia, Curacao) submit competitive brands for analysis. A **memo** is issued reporting current data with previous 12 months historical data.

- Monthly Japan CI: A **memo** is issued reporting current data with previous 12 months historical data.

- Japan Weekending Testing: The data are reported via computer generated **history data sheets** showing current data with previous 12 months historical data.

Product Opinion Testing: Data generated for POL testing are stored on SYBASE in database labcomplete. The data are accessible using Brio Query or a similar tool. Access by personnel outside of the Product Testing Laboratory must be approved through the database administrator.

- Domestic POL Testing: **Computer generated reports** are emailed (preliminary to submitter only and final to distribution).

- International Consumer Panel Testing: A **computer generated report** (PTL Final Report) is issued.